

# **CALIFORNIA EXPOSITION & STATE FAIR**

**Minutes of the Board of Directors Regular Meeting**

**Held Pursuant to Due Notice  
Friday, December 12, 2008**

**California Exposition & State Fair  
Administration Building Boardroom  
1600 Exposition Boulevard  
Sacramento, CA 95815**

**Directors Present**

Amparo Pérez-Cook, Chair  
Gil Albiani, Vice Chair  
Director Marko Mlikotin  
Director Kathy Nakase  
Director Corny Gallagher  
Director Marilyn Hendrickson  
Director Rex Hime  
Director Richard Cuneo  
Director Rick Stacey

**Directors Absent**

Director Steve Beneto  
Director Bert Johnson, M.D.

**Ex Officio Members Absent**

Assembly Member Dave Jones  
Senator Darrell Steinberg

**Staff Present**

Norbert J. Bartosik, General Manager/CEO (GM)  
Brian A. May, Deputy General Manager (DGM)  
David Elliott, Assistant General Manager, Racing (AGM)  
Erica Manuel, Assistant General Manager, Marketing & Public Relations (AGM)  
Steve Launey, Assistant General Manager, Planning & Facilities (AGM)  
Patricia Garamendi, Assistant General Manager, Programs (AGM)  
Amy Casias, Accounting & Finance Manager  
Marcia Shell, Admissions & Parking Manager  
Paul Gillingham, Entertainment Coordinator  
Mark Dannewitz, Maintenance Operations Manager  
Robert Craft, Chief of Police  
Greg Kinder, Exhibits Supervisor  
Brian Honebein, Sponsorship Sales  
Kate O'Neil, Ag Events & Exhibits Coordinator  
Tina Novoa, Special Events Coordinator  
Jan Risso, Contracts Manager  
Vicki Conwell, Receptionist  
Randy Brink, Cal Expo Volunteer  
Linda Contreras, Recording Secretary

**Others Present\***

Jerry Blair, Deputy Attorney General (DAG)  
Jane Einhorn, Runyon, Saltzman & Einhorn, Inc.  
Estelle Saltzman, Runyon, Saltzman & Einhorn, Inc.

\*May not include all others present in the room or arriving late.

**1. CALL TO ORDER**

The meeting was called to order by Chair Pérez-Cook at 12:35 p.m.

Chair Pérez-Cook read the Mission Statement, Policy Statement and Public Comments Statement.

**2. ROLL CALL AND DIRECTORS ABSENT**

Roll call was taken by GM Bartosik. Directors Beneto and Johnson had asked to be excused and were not present.

**3. PLEDGE OF ALLEGIANCE**

Chair Pérez-Cook lead everyone in the Pledge of Allegiance.

**4. INTRODUCTION OF GUESTS & STAFF**

Introduction of Guests and Staff were made around the room.

**5. PRESENTATION**

- a. Presentation by the Board to Outgoing Chair Marko Mlikotin
- b. Presentation by the Board to Michel H. Bradley for Years of Service
- c. Presentation by the Board to Steve Launey for Years of Service
- d. Presentation by the Board to Candice Forslund for Years of Service
- e. Presentation by the Board to Louise Shroder for Years of Service

GM Bartosik announced that there was a change to the presentations item 5d and 5e. Candice Forslund has decided not to change employment and will be staying at Cal Expo and Louse Shroder was unable to attend today's meeting.

Chair Pérez-Cook, on behalf of the Board, presented Outgoing Chair Mlikotin with a Directors Chair and Gavel.

Director Mlikotin thanked the Board and Staff for all the support he received during the year.

Chair Pérez-Cook, on behalf of the Board, presented Michael H. Bradley with a Directors Chair and a Golden Bear Award for his 28 Years of Service and wished Michael continued success as he begins his new position at the California Farm Bureau Federation.

CBE Bradley thanked the Board and Staff and said he will truly miss the Fair.

Chair Pérez-Cook on behalf of the Board, presented Steve Launey with a Directors Chair and a Golden Bear Award for his 20 Years of Service and wished him well on his retirement.

AGM Launey thanked the Board and Staff.

## **6. MINUTES OF MEETING**

- a. Board Committees Meeting Minutes of October 30, 2008
- b. Board Meeting Minutes of October 31, 2008

### **Motion:**

It was moved by Director Cuneo and seconded by Director Hendrickson to approve the minutes of the Board Committee Meeting Minutes of October 30, 2008 and the Board Meeting Minutes of October 31, 2008 as mailed. **All in favor, motion carried.**

## **7. STAFF REPORTS**

- a. State Fair, Agriculture & Marketing Committee Report – Vice Chair Albiani

AGM Manuel reviewed the revisions to the Cultural Advisory Council Policy & Procedures included in the Board packet.

The Committee recommends approval with the change that the word “instated” under New Member Appointment be changed to “seated on”.

### **Motion:**

It was moved by Vice Chair Albiani and seconded by Director Nakase approve Revisions to the Cultural Advisory Council Policy & Procedures with the change noted by the Committee. **All in favor, motion carried.**

Vice Chair Albiani reviewed Staff recommendations of the 2009 Lifetime Achievement Award Recipients, 2009 Agricultural Progress Award Recipient and 2009 Vineyard of the Year Award Recipient.

### **Motion:**

It was moved by Director Cuneo and seconded by Director Gallagher to accept Staff recommendations and approve the 2009 Lifetime Achievement Award Recipients, Peter Mondavi, Zelma Long and Vince Petrucci; 2009 Agricultural Progress Award Recipient, Dr. Maynard Amerine (Posthumously); and 2009

Vineyard of the Year Award Recipient, Monte Bello, Santa Cruz Mountains. **All in favor, motion carried.**

Vice Chair Alibiani reported Karen Ross, a member of the Agricultural Advisory Council may be appointed, Undersecretary of the U.S. Department of Agricultural, and that the State Fair should support this.

Vice Chair Albiani reviewed Staff and the Ad Hoc Committee recommendation on the Award of the Advertising Services RFP for the period of January 1, 2009 through December 31, 2011.

AGM Manuel reported that an oral interview was held with three advertising agencies. The three were: Astone/Crocker/Flanagan; Glass McClure; and Runyon Saltzman & Einhorn.

Directors Albiani and Hime, GM Bartosik, DGM May and AGM Manuel made up the scoring committee. After scoring, the written and oral proposals of the three, Runyon Saltzman & Einhorn finished first in the scoring.

**Motion:**

It was moved by Vice Chair Albiani and seconded by Director Hime to accept Staff & the Ad Hoc Committee recommendations and approve the Award of the Advertising Services RFP to Runyon Saltzman & Einhorn. **All in favor, motion carried.**

Estelle Saltzman and Jane Einhorn thanked the Board and on behalf of Jean Runyon who was unable to attend, they are excited about working with the State Fair.

**b. Horse Racing Committee Reports**

The Horse Racing Committee meeting was cancelled. AGM Elliott reviewed his report included in the Board packet. Harness Racing is down 10% in handle, a 4% improvement over last month.

**c. Operations & Planning Staff Reports**

AGM Launey reviewed the American River Parkway Plan Legislation which is included in the Board packet.

The Board expressed a concern that further changes are needed to the Bushy Lake Preservation Act. The Board asked that ground water pumping be reduced or eliminated; native plants replace the star thistle; and that the integrity of the Bushy Lake Preservation Act and Cal Expo's interest be protected.

Chair Pérez-Cook appointed Directors Hime and Cuneo to work with DAG Jerry Blair and staff to pursue Legislative changes.

The monorail project is ongoing but costs are projected to increase from \$850,000 to \$1.1 million.

d. Executive Committee Report – Chair Pérez-Cook

GM Bartosik reported on the discussion regarding changes to the Bylaws regarding Election of Officers. The Committee approved the changes which will be brought back to the Board next month for approval.

GM Bartosik reviewed the Letter of Intent. Two responses were received from Butler Amusements and Shamrock Shows. The proposal from Shamrock Shows was determined to be non-responsive.

The Committee appointed an Ad Hoc Committee, Chair Pérez-Cook and Vice Chair Albiani, to work on executing a contract with Butler and a termination agreement with Ray Cammack Shows and bring both back to the Board for approval.

e. Real Estate Committee Report – Director Hime

Director Hime reported that work continues on the site plan and economic study for redeveloping Cal Expo.

## 8. FINANCIAL REPORTS

- a. Monthly Financial Statements for October 2008
- b. Accounts Receivable Report
- c. Contracts/Purchases Requiring Board Notification
- d. Profit/Loss Statement for Harness Racing Operations

Director Stacey summarized the financial reports included in the Board packet.

Concerns were expressed by the Board about the amount of money on the Accounts Receivable report owed to Cal Expo

**Motion:**

It was moved by Director Stacey and seconded by Director Hime to approve the monthly financial statements for October 2008. **All in favor, motion carried.**

## 9. CONSENT CALENDAR

**10. CORRESPONDENCE**

**11. UNFINISHED BUSINESS**

**12. NEW BUSINESS**

1. Review for Board Approval Revisions to the Bylaws, Section 3 of the Policy & Procedure Manual

This was tabled and will be brought back to the Board.

2. Review and Recommend Approval of Revisions to the Cultural Advisory Council Policy & Procedures

This was discussed and approved during the State Fair, Agriculture & Marketing Committee Report.

3. Review for Approval Staff Recommendation of the 2009 Lifetime Achievement Award Recipients
  - a. Peter Mondovi
  - b. Zelma Long
  - c. Vince Petrucci
4. Review for Approval Staff Recommendation of the 2009 Agricultural Progress Award Recipient
  - a. Dr. Maynard Amerine (Posthumously)
5. Review for Approval Staff Recommendation of the 2009 Vineyard of the Year Award Recipient
  - a. Monte Bello, Santa Cruz Mountains

These were discussed and approved during the State Fair, Agriculture & Marketing Committee Report.

6. Review Staff Recommendation on Carnival Letter of Intent

This was discussed during the Executive Committee Report and will be brought back to the Board.

7. Review Staff & Ad hoc Committee Recommendation on Advertising Services RFP



These were discussed and approved during the State Fair, Agriculture & Marketing Committee Report.

8. Review for Approval 2009 Board of Directors Meeting Dates

**Motion:**

It was moved by Director Hime and seconded by Director Cuneo to approve the 2009 Board of Directors Meeting Dates as corrected to the last Friday of the month. **All in favor, motion carried.**

**13. NEW BUSINESS**

a. Publics' Comments

Randy Brink provided his report.

b. Directors' Comments

Director Gallagher reported that Harold Peterson was elected Chair and Nicole Monta Van Vleck as Vice Chair of the Agricultural Advisory Council.

c. Manager's Comments

d. Next Board Meeting – **Friday, January 30, 2009 (corrected)**

e. Other, if any

**14. ADJOURNMENT**

The Board meeting was adjourned at 2:25 p.m.



**California  
State Fair**

**AUG. 21-SEPT. 7, 2009**

**BIG FUN!**

**2009 California State Fair**

**Wine Industry  
Awards**

# **2009 California State Fair Vineyard of the Year**

## **Candidate**

### **Ridge Vineyard Monte Bello, Santa Cruz Mountains**

The history of Ridge Vineyards begins in 1885, when Osea Perrone, a doctor who became a prominent member of San Francisco's Italian community, bought 180 acres near the top of Monte Bello Ridge. He terraced the slopes and planted vineyards; using native limestone, he constructed the Monte Bello Winery, producing the first vintage under that name in 1892. This unique cellar, built into the mountainside on three levels, is Ridge's production facility. At 2600', it is surrounded by the "upper vineyard."

In the 1940s, William Short, a theologian, bought the abandoned winery and vineyard just below the Perrone property; he replanted several parcels to cabernet sauvignon in the late 1940s. From these vines — now the "middle vineyard"— new owners Dave Bennion and his three partners, all Stanford Research Institute engineers, made a quarter-barrel of "estate" cabernet. That Monte Bello Cabernet was among California's finest wines of the era. Its quality and distinctive character, and the wines produced from these same vines in 1960 and '61, convinced the partners to re-bond the winery in time for the 1962 vintage.

The first zinfandel was made in 1964, from a small nineteenth-century vineyard farther down the ridge. This was followed in 1966 by the first Geyserville zinfandel. The founding families reclaimed the Monte Bello terraces, increasing vineyard size from fifteen to forty-five acres. Working on weekends, they made wines of regional character and unprecedented intensity. By 1968, production had increased to just under three thousand cases per year, and in 1969, Paul Draper joined the partnership. A Stanford graduate in philosophy—recently returned from setting up a winery in Chile's coast range—he was a practical winemaker, not an enologist. His knowledge of fine wines and traditional methods complemented the straightforward "hands off" approach pioneered at Ridge. Under his guidance the old Perrone winery (acquired the previous year) was restored, the finest vineyard lands leased or purchased, the consistent quality and international reputation of the wines established. Cabernet and zinfandel account for most of the production; syrah, grenache, carignane, and petite sirah constitute a small percentage. Known primarily for its red wines, Ridge has also made limited amounts of chardonnay since 1962.

This vineyard's historic significance is secured by the fact that the 1971 Cabernet Sauvignon from Ridge Vineyard Monte Bello was ranked within the top 5 red wines in the first Paris Tasting of 1976 and 30 years later in 2006 the same wine was awarded the top wine among all California and French wines from the original tasting.

2009 CALIFORNIA STATE FAIR  
LIFETIME ACHIEVEMENT AWARD  
Candidate

**PETER MONDAVI, SR.**

Peter Mondavi, Sr. is President, CEO and lead ambassador for the Charles Krug Winery. Many honors have been bestowed upon him throughout his distinguished career. That Mr. Mondavi was named one of the twelve "living legends" in Napa Valley wine history by the Napa Valley Vintners Association clearly defines the high regard in which he is held by his peers.

Peter was born in Virginia, Minnesota. Peter's father, Cesare, brought Peter's mother, Rosa, to settle in the United States in 1908, after first immigrating from Italy himself in 1906. They eventually became involved in purchasing and shipping California wine grapes to fellow Italian immigrants in Minnesota. When Peter was still quite young, the family moved to Lodi, California, where they established an ambitious wine grape shipping firm. They not only shipped fine wine grapes from the Napa and Central Valleys, but also produced their own wine for the family table.

After graduating from Stanford University in 1937, Peter pursued graduate studies in enology at the University of California, Berkeley. Under the tutelage of Dr. Cruess, a highly-respected educator, he studied enology and conducted revolutionary research on cold fermentation, enabling the production of exceptionally crisp, fruity white wines that became the industry standard.

During the Second World War, Peter served in the U.S. Army. Following the military, Peter returned home to work at Charles Krug Winery, which the family had purchased in 1943. He and his family undertook an extensive program to develop quality vineyards, enhance winemaking techniques and increase marketing efforts. Innovations for which the Charles Krug winery became famous under Peter's stewardship include: cold fermentation for white wines, cold sterile filtration techniques, aging wine in small French oak barrels, and pioneering efforts to plant vineyards in the Carneros region.

When Cesare died in 1959, his wife, Rosa became president. She then passed her responsibilities to Peter in 1966, duties for which he is still largely responsible for today.

Throughout 60 years of winemaking at Charles Krug, Peter Mondavi, Sr. has been involved in every aspect of the winery's operations. His favorite place has always been, and continues to be, in the laboratory, tasting and evaluating wine.

**2009 CALIFORNIA STATE FAIR  
LIFETIME ACHIEVEMENT AWARD  
Candidate**

**VINCE PETRUCCI**

A highpoint in the annual meeting of the California Association of Winegrape Growers (CAWG) and 1994 Winegrape Day was the retirement of Prof. Vince Petrucci, who built the viticulture and enology program at CSU-Fresno from the ground up in his tenure of 45 years. Petrucci, who officially became an emeritus scholar on Dec. 31, 1993, was 83 in July of this year (2008).

Petrucci began his career at Fresno State College in the fall of 1948 after he graduated with an M.S. degree at U.C. Davis the preceding spring. For the next six years he taught classes at the campus which was situated on a wartime Air Force base—Hammer Field. In 1954 the burgeoning institute outgrew Hammer Field and moved to its present location at Cedar and Shaw in Fresno.

These were new beginning to his career and presented a huge challenge as well as an outstanding opportunity to be a leader in this field. In 1956 the enology curriculum had been finally approved by the State Department of Education. Joe Heitz was the first full-time enology professor (Heitz later founded Heitz wine Cellars in the Napa Valley and earned a reputation for turning out exceptional table wines). Before Joe came Petrucci had taught the enology classes on an un-authorized basis.

While teaching has been the major thrust at CSU-Fresno, research became part of the university's mission in 1978, when the grape and wine industry supported and financed their first viticulture research facility. Ten years later another campaign was launched and in the fall of 1992 the Viticulture and Enology Research Center was completed (with Petrucci as director; now director emeritus).

The Petrucci approach to education was practical application. Many Fresno graduates under his guidance farmed college vineyard plots and made raisins; that program still exists, as well as the enology practice of making wine in the university's winery that Petrucci financed by soliciting funds from private sources.

Petrucci is quoted as summing up the success of the program at CSU-Fresno as ““The success of our viticulture and enology programs is our close relationship with the California grape and wine industry. Our mission will be to continue to train and educate students for employment in the grape and wine industry, and to respond to the industry's request for applied research by priority set by the industry and not necessarily the university.”

**2009 California State Fair  
Lifetime Achievement Award  
Candidate**

**Zelma Long**

Zelma Long's career in the wine industry spans more than 30 years, including a stint as Robert Mondavi's chief enologist for 10 years in the 1970s. In 1979, she became vice president of winemaking at Simi Winery and revitalized the 100-year-old winery, later becoming its president and CEO. Before she retired in 1999, she served as executive vice president of Chandon Estates.

For nearly 30 years, Zelma and her ex-husband Bob Long ran Long Vineyards in the hills of St. Helena in the Napa Valley. Both Zelma and Bob have remarried, and continue to run the winery together along with their spouses.

With an international reputation and enough awards to buckle any trophy shelf, Long is surprisingly unpretentious and matter-of-fact. She quite easily fits in the vineyard, rubbing soil through her fingers in blue jeans and a straw hat, talking the language of farmers.

Traveling the world as a consultant, Long is just as comfortable at a ritzy European reception, having quiet conversations with third and fourth generations winemakers from the royal winemaking families.

At a time when women were scarce in the production end of winemaking, Long was only the second woman in history to enroll for her master's degree in oenology at the University of California, Davis, and the only woman in her class.

In the mid-1960s, she worked briefly as a dietician and soon realized she didn't like the job.

After she married Bob Long, her in-laws started a winery in the Napa Valley and the couple decided to help with the project. Thus began Long Vineyards.

During her time in the trenches, Long didn't think too much about trailblazing for the women to come. Even now, she doesn't dwell on being a role model, although admits that she was involved in hiring the first tier of women winemakers in the 1970s and 1980's.

Besides her Northwest consulting work, which brings her home every few months, she makes a few trips each year to Israel, South Africa and Germany, advising on the production of ultra premium wines that she says are under-developed or under-appreciated.

With her involvement in the world wide wine industry, she brings a lot of credibility to the wine industry.

**2009 CALIFORNIA STATE FAIR  
AGRICULTURAL PROGRESS AWARD  
Candidate**

**MAYNARD AMERINE**

On September 14th, 1991 the room in Shields Library housing the grape growing and wine making collection was named in honor of Dr. Maynard Andrew Amerine, Professor Emeritus of Viticulture and Enology at the University of California, Davis. Dr. Amerine was THE acknowledged authority on both the cultural and technical aspects of grape growing and wine making. Over the last half century, he made the most singularly significant contributions of any one individual to the California wine industry. His accomplishments have been a major factor in California wines gaining their present status in the world community.

Born in San Jose, California, on October 30, 1911, Dr. Amerine was raised in the San Joaquin Valley near Modesto. He completed his Bachelor of Science degree at the University of California, Berkeley in 1932. Prior to completion of his Ph.D. in 1935, Dr. Amerine was hired by Dr. Albert J. Winkler to work in the newly formed Department of Viticulture and Enology at UC Davis, created to give assistance to the California wine industry, which was just recovering from the restrictions of prohibition. He was appointed full professor in 1952 and was chair of the department from 1957 to 1962.

Dr. Amerine was initially engaged to explore the question of which grape varieties were best suited to the wide range of climatic conditions in California. The results of this work were published in the journal *Hilgardia* in 1944. Over time, the determination of grape growing regions and the adoption of recommended varieties resulted in a significant improvement in the quality of grapes grown for wine production and a corresponding improvement in the quality of California wine. Another major work, *Wines: Their Sensory Evaluation*, co-authored in 1976 with mathematician Edward B. Roessler, initiated the objective study of taste analysis. Dr. Amerine, a prolific scholar, had an extensive publication record which continued until just before his death, over 25 years after his retirement.

Dr. Amerine's leadership and influence in the reinvention and future of the California State Fair wine competition is without equal. He, with the assistance of his staff at the University of California transformed the judging from that of a standard tasting into a dynamic, innovative and commercially practical judging the basics of which are still being utilized nearly 60 years later. Important changes such as minimum production levels, panel selection, testing of judges, environment and vineyard designation were his primary contributions to North America's oldest and most prestigious judging.

Dr. Amerine is recognized as an outstanding teacher and he has left a legacy to the state of California and the world through the hundreds of students he has trained who have become wine makers and grape growers. Dr. Amerine was a distinguished scientist and scholar, a remarkable teacher, a prolific author and an accomplished bibliographer. He died on March 11, 1998.

## CALIFORNIA EXPOSITION & STATE FAIR

Executive Committee Meeting Minutes  
Friday, December 12, 2008  
11:30 a.m.

### MINUTES

Committee Members Present:	Amparo Pérez-Cook, Chair Director Rex Hime
Committee Members Absent:	Director Gil Albiani Director Steve Beneto
Other Directors Present:	Director Marko Mlikotin
Staff Present:	
General Manager/CEO	Norb Bartosik
Deputy General Manager (DGM)	Brian May
Recording Secretary	Linda Contreras

Chair Pérez-Cook called the meeting to order at 11:30 a.m. and dispensed with the reading of the Mission Statement and Public Comments. Directors Albiani and Beneto had asked to be excused and were not present.

### NEW BUSINESS

1. Review Ad hoc Committee Recommendations of Revisions to the Bylaws, Section 3 of the Policy & Procedure Manual

Director Mlikotin reviewed the proposed changes that he and Director Beneto are recommending in Article III of the Bylaws included in the Board packet.

#### **Motion:**

It was moved by Director Hime and seconded by Chair Pérez-Cook to accept the Ad Hoc recommendation of changes to the Bylaws, Section 3 of the Policy & Procedure Manual with the amended changes to be brought back to the Board for approval in January. **All in favor, motion carried.**

2. Review Staff Recommendations for Carnival Services based on the Letter of Intent

GM Bartosik reviewed the Letter of Intent. Two responses were received from Butler Amusements and Shamrock Shows. The proposal from Shamrock Shows was determined to be non-responsive.



**Motion:**

It was moved by Director Hime and seconded by Chair Pérez-Cook to appoint an ad hoc committee consisting of Chair Pérez-Cook and Vice Chair Albiani to work on executing a contract with Butler and a termination agreement with Ray Cammack Shows and bring both back to the Board for approval in January. **All in favor, motion carried.**

**MATTERS OF INFORMATION**

1. Staff Reports
  - a. Legislative Update
  - b. Property & Real Estate Update

Staff had nothing to report for Legislative and Property & Real Estate Updates.

**ADJOURNMENT**

The Executive Committee meeting adjourned at 11:59 a.m.

## CALIFORNIA EXPOSITION & STATE FAIR

State Fair, Agriculture & Marketing Committee Meeting Minutes  
Friday, December 12, 2008  
10:45 a.m.

### MINUTES

#### Committee Members Present:

Chair Gil Albiani  
Director Marko Mlikotin  
Director Amparo Pérez-Cook

#### Committee Members Absent:

Director Kathy Nakase

#### Staff Present:

General Manager/CEO (GM)	Norb Bartosik
Deputy General Manager (DGM)	Brian May
Assistant General Manager, Programs (AGM)	Patricia Garamendi
Assistant General Manager, Marketing & Public Relations (AGM)	Erica Manuel
Assistant General Manager, Planning & Facilities (AGM)	Steve Launey
Exhibits Supervisor	Greg Kinder
Admissions & Parking Manager	Marcia Shell
Entertainment Coordinator	Paul Gillingham
Maintenance Operations Manager	Mark Dannewitz
Sponsorship Sales	Brian Honebein
Marketing Assistant	Heather Lopez
Recording Secretary	Linda Contreras

Chair Albiani called the meeting to order at 10:55 a.m. and dispensed with the reading of the Mission Statement and Public Comments. Director Nakase's flight was delayed and was not present.

### NEW BUSINESS

#### 1. Review for Approval Revisions to the Cultural Advisory Council Policy & Procedures

AGM Manuel reviewed the revisions to the Cultural Advisory Council Policy & Procedures included in the Board packet.

#### **Motion:**

It was moved by Director Pérez-Cook and seconded by Director Mlikotin to accept and recommend to the Board for approval the revisions to the Cultural Advisory Council Policy & Procedures with the change that the word "instated" under New Member Appointment be changed to "seated on ". **All in favor, motion carried.**

2. Review for Approval Staff Recommendation of the 2009 Lifetime Achievement Award Recipients
  - a. Peter Mondavi
  - b. Zelma Long
  - c. Vince Petrucci
3. Review for Approval Staff Recommendation of the 2009 Agricultural Progress Award Recipient
  - a. Dr. Maynard Amerine (Posthumously)
4. Review for Approval Staff Recommendation of the 2009 Vineyard of the Year Award Recipient
  - a. Monte Bello, Santa Cruz Mountains

**Motion:**

It was moved by Director Pérez-Cook and seconded by Director Mlikotin to accept and recommend to the Board for approval Staff recommendation for the 2009 Lifetime Achievement Award Recipients, the 2009 Agricultural Progress Award Recipient and the 2009 Vineyard of the Year Award Recipient. **All in favor, motion carried.**

5. Review Staff & Ad Hoc Committee Recommendation on the Award of the Advertising Services RFP for the period of January 1, 2009 through December 31, 2011.

AGM Manuel reported that an oral interview was held with three advertising agencies. The three were: Astone/Crocker/Flanagan; Glass McClure and Runyon Saltzman & Einhorn.

Directors Albiani and Hime, GM Bartosik, DGM May and AGM Manuel made up the scoring committee. After scoring, the written and oral proposals of the three, Runyon Saltzman & Einhorn finished first in the scoring.

**Motion:**

It was moved by Director Pérez-Cook and seconded by Director Mlikotin to accept and recommend to the Board for approval Staff and Ad Hoc Committee recommendations of the Award of the Advertising Services RFP to Runyon Saltzman & Einhorn. **All in favor, motion carried.**

**MATTERS OF INFORMATION**

1. Staff Reports

Brian Honebein updated the Committee on the Sponsorship Sales for the State Fair.

AGM Manuel reviewed her report included in the Board packet.

Director Mlikotin asked for a report back on a promotion & ticketing revenue plan for 2009.

AGM Garamendi reviewed her report included in the Board packet.

#### ADJOURNMENT

The State Fair, Agriculture and Marketing Committee meeting adjourned at 11:30 a.m.



**California  
State Fair**

**AUG. 21-SEPT. 7, 2009**

**BIG FUN!**

**2009 California State Fair**

**Wine Industry  
Awards**

# **2009 California State Fair Vineyard of the Year**

## **Candidate**

### **Ridge Vineyard Monte Bello, Santa Cruz Mountains**

The history of Ridge Vineyards begins in 1885, when Osea Perrone, a doctor who became a prominent member of San Francisco's Italian community, bought 180 acres near the top of Monte Bello Ridge. He terraced the slopes and planted vineyards; using native limestone, he constructed the Monte Bello Winery, producing the first vintage under that name in 1892. This unique cellar, built into the mountainside on three levels, is Ridge's production facility. At 2600', it is surrounded by the "upper vineyard."

In the 1940s, William Short, a theologian, bought the abandoned winery and vineyard just below the Perrone property; he replanted several parcels to cabernet sauvignon in the late 1940s. From these vines — now the "middle vineyard"— new owners Dave Bennion and his three partners, all Stanford Research Institute engineers, made a quarter-barrel of "estate" cabernet. That Monte Bello Cabernet was among California's finest wines of the era. Its quality and distinctive character, and the wines produced from these same vines in 1960 and '61, convinced the partners to re-bond the winery in time for the 1962 vintage.

The first zinfandel was made in 1964, from a small nineteenth-century vineyard farther down the ridge. This was followed in 1966 by the first Geyserville zinfandel. The founding families reclaimed the Monte Bello terraces, increasing vineyard size from fifteen to forty-five acres. Working on weekends, they made wines of regional character and unprecedented intensity. By 1968, production had increased to just under three thousand cases per year, and in 1969, Paul Draper joined the partnership. A Stanford graduate in philosophy—recently returned from setting up a winery in Chile's coast range—he was a practical winemaker, not an enologist. His knowledge of fine wines and traditional methods complemented the straightforward "hands off" approach pioneered at Ridge. Under his guidance the old Perrone winery (acquired the previous year) was restored, the finest vineyard lands leased or purchased, the consistent quality and international reputation of the wines established. Cabernet and zinfandel account for most of the production; syrah, grenache, carignane, and petite sirah constitute a small percentage. Known primarily for its red wines, Ridge has also made limited amounts of chardonnay since 1962.

This vineyard's historic significance is secured by the fact that the 1971 Cabernet Sauvignon from Ridge Vineyard Monte Bello was ranked within the top 5 red wines in the first Paris Tasting of 1976 and 30 years later in 2006 the same wine was awarded the top wine among all California and French wines from the original tasting.

2009 CALIFORNIA STATE FAIR  
LIFETIME ACHIEVEMENT AWARD  
Candidate

**PETER MONDAVI, SR.**

Peter Mondavi, Sr. is President, CEO and lead ambassador for the Charles Krug Winery. Many honors have been bestowed upon him throughout his distinguished career. That Mr. Mondavi was named one of the twelve "living legends" in Napa Valley wine history by the Napa Valley Vintners Association clearly defines the high regard in which he is held by his peers.

Peter was born in Virginia, Minnesota. Peter's father, Cesare, brought Peter's mother, Rosa, to settle in the United States in 1908, after first immigrating from Italy himself in 1906. They eventually became involved in purchasing and shipping California wine grapes to fellow Italian immigrants in Minnesota. When Peter was still quite young, the family moved to Lodi, California, where they established an ambitious wine grape shipping firm. They not only shipped fine wine grapes from the Napa and Central Valleys, but also produced their own wine for the family table.

After graduating from Stanford University in 1937, Peter pursued graduate studies in enology at the University of California, Berkeley. Under the tutelage of Dr. Cruess, a highly-respected educator, he studied enology and conducted revolutionary research on cold fermentation, enabling the production of exceptionally crisp, fruity white wines that became the industry standard.

During the Second World War, Peter served in the U.S. Army. Following the military, Peter returned home to work at Charles Krug Winery, which the family had purchased in 1943. He and his family undertook an extensive program to develop quality vineyards, enhance winemaking techniques and increase marketing efforts. Innovations for which the Charles Krug winery became famous under Peter's stewardship include: cold fermentation for white wines, cold sterile filtration techniques, aging wine in small French oak barrels, and pioneering efforts to plant vineyards in the Carneros region.

When Cesare died in 1959, his wife, Rosa became president. She then passed her responsibilities to Peter in 1966, duties for which he is still largely responsible for today.

Throughout 60 years of winemaking at Charles Krug, Peter Mondavi, Sr. has been involved in every aspect of the winery's operations. His favorite place has always been, and continues to be, in the laboratory, tasting and evaluating wine.

**2009 CALIFORNIA STATE FAIR  
LIFETIME ACHIEVEMENT AWARD  
Candidate**

**VINCE PETRUCCI**

A highpoint in the annual meeting of the California Association of Winegrape Growers (CAWG) and 1994 Winegrape Day was the retirement of Prof. Vince Petrucci, who built the viticulture and enology program at CSU-Fresno from the ground up in his tenure of 45 years. Petrucci, who officially became an emeritus scholar on Dec. 31, 1993, was 83 in July of this year (2008).

Petrucci began his career at Fresno State College in the fall of 1948 after he graduated with an M.S. degree at U.C. Davis the preceding spring. For the next six years he taught classes at the campus which was situated on a wartime Air Force base—Hammer Field. In 1954 the burgeoning institute outgrew Hammer Field and moved to its present location at Cedar and Shaw in Fresno.

These were new beginning to his career and presented a huge challenge as well as an outstanding opportunity to be a leader in this field. In 1956 the enology curriculum had been finally approved by the State Department of Education. Joe Heitz was the first full-time enology professor (Heitz later founded Heitz wine Cellars in the Napa Valley and earned a reputation for turning out exceptional table wines). Before Joe came Petrucci had taught the enology classes on an un-authorized basis.

While teaching has been the major thrust at CSU-Fresno, research became part of the university's mission in 1978, when the grape and wine industry supported and financed their first viticulture research facility. Ten years later another campaign was launched and in the fall of 1992 the Viticulture and Enology Research Center was completed (with Petrucci as director; now director emeritus).

The Petrucci approach to education was practical application. Many Fresno graduates under his guidance farmed college vineyard plots and made raisins; that program still exists, as well as the enology practice of making wine in the university's winery that Petrucci financed by soliciting funds from private sources.

Petrucci is quoted as summing up the success of the program at CSU-Fresno as ""The success of our viticulture and enology programs is our close relationship with the California grape and wine industry. Our mission will be to continue to train and educate students for employment in the grape and wine industry, and to respond to the industry's request for applied research by priority set by the industry and not necessarily the university."



**2009 California State Fair  
Lifetime Achievement Award  
Candidate**

**Zelma Long**

Zelma Long's career in the wine industry spans more than 30 years, including a stint as Robert Mondavi's chief enologist for 10 years in the 1970s. In 1979, she became vice president of winemaking at Simi Winery and revitalized the 100-year-old winery, later becoming its president and CEO. Before she retired in 1999, she served as executive vice president of Chandon Estates.

For nearly 30 years, Zelma and her ex-husband Bob Long ran Long Vineyards in the hills of St. Helena in the Napa Valley. Both Zelma and Bob have remarried, and continue to run the winery together along with their spouses.

With an international reputation and enough awards to buckle any trophy shelf, Long is surprisingly unpretentious and matter-of-fact. She quite easily fits in the vineyard, rubbing soil through her fingers in blue jeans and a straw hat, talking the language of farmers.

Traveling the world as a consultant, Long is just as comfortable at a ritzy European reception, having quiet conversations with third and fourth generations winemakers from the royal winemaking families.

At a time when women were scarce in the production end of winemaking, Long was only the second woman in history to enroll for her master's degree in oenology at the University of California, Davis, and the only woman in her class.

In the mid-1960s, she worked briefly as a dietician and soon realized she didn't like the job.

After she married Bob Long, her in-laws started a winery in the Napa Valley and the couple decided to help with the project. Thus began Long Vineyards.

During her time in the trenches, Long didn't think too much about trailblazing for the women to come. Even now, she doesn't dwell on being a role model, although admits that she was involved in hiring the first tier of women winemakers in the 1970s and 1980's.

Besides her Northwest consulting work, which brings her home every few months, she makes a few trips each year to Israel, South Africa and Germany, advising on the production of ultra premium wines that she says are under-developed or under-appreciated.

With her involvement in the world wide wine industry, she brings a lot of credibility to the wine industry.

**2009 CALIFORNIA STATE FAIR  
AGRICULTURAL PROGRESS AWARD  
Candidate**

**MAYNARD AMERINE**

On September 14th, 1991 the room in Shields Library housing the grape growing and wine making collection was named in honor of Dr. Maynard Andrew Amerine, Professor Emeritus of Viticulture and Enology at the University of California, Davis. Dr. Amerine was THE acknowledged authority on both the cultural and technical aspects of grape growing and wine making. Over the last half century, he made the most singularly significant contributions of any one individual to the California wine industry. His accomplishments have been a major factor in California wines gaining their present status in the world community.

Born in San Jose, California, on October 30, 1911, Dr. Amerine was raised in the San Joaquin Valley near Modesto. He completed his Bachelor of Science degree at the University of California, Berkeley in 1932. Prior to completion of his Ph.D. in 1935, Dr. Amerine was hired by Dr. Albert J. Winkler to work in the newly formed Department of Viticulture and Enology at UC Davis, created to give assistance to the California wine industry, which was just recovering from the restrictions of prohibition. He was appointed full professor in 1952 and was chair of the department from 1957 to 1962.

Dr. Amerine was initially engaged to explore the question of which grape varieties were best suited to the wide range of climatic conditions in California. The results of this work were published in the journal *Hilgardia* in 1944. Over time, the determination of grape growing regions and the adoption of recommended varieties resulted in a significant improvement in the quality of grapes grown for wine production and a corresponding improvement in the quality of California wine. Another major work, *Wines: Their Sensory Evaluation*, co-authored in 1976 with mathematician Edward B. Roessler, initiated the objective study of taste analysis. Dr. Amerine, a prolific scholar, had an extensive publication record which continued until just before his death, over 25 years after his retirement.

Dr. Amerine's leadership and influence in the reinvention and future of the California State Fair wine competition is without equal. He, with the assistance of his staff at the University of California transformed the judging from that of a standard tasting into a dynamic, innovative and commercially practical judging the basics of which are still being utilized nearly 60 years later. Important changes such as minimum production levels, panel selection, testing of judges, environment and vineyard designation were his primary contributions to North America's oldest and most prestigious judging.

Dr. Amerine is recognized as an outstanding teacher and he has left a legacy to the state of California and the world through the hundreds of students he has trained who have become wine makers and grape growers. Dr. Amerine was a distinguished scientist and scholar, a remarkable teacher, a prolific author and an accomplished bibliographer. He died on March 11, 1998.

**2008 California State Fair  
California Agricultural Advisory Council  
Evaluation Form - 2008**

Please comment on all programs by checking one space for each exhibit or program  
(1 = Below Average, 2 = Average, 3 = Above Average, 4 = Excellent, 5 = Superior)

EXHIBITS	Did Not See	1	2	3	4	5	Comments
Youth Exhibits Building				46%			
Fur & Feathers					50%		
Rats, Bats & Cats	60%			26%			
Floriculture					46%		
Save Mart Wine Country						46%	
FFA Ag Mechanics					60%	20%	
California Delta Exhibit					33%	20%	
The Farm						86%	
Insect Pavilion					40%	26%	
Forestry Center					66%	10%	
U.C. Davis Centennial Exhibit					40%	40%	
Pony Rides				20%		10%	
Counties Exhibits					46%		
California FoodStyle				26%	20%	20%	
Cavalcade of Horses	66%				10%	10%	
Livestock Nursery					53%		
Farmers Market					33%		
Cattlemen's Day	66%					26%	
Sale of Champions						46%	
Livestock Pavilion					40%	40%	
Bull Fest	80%					20%	
Gala	53%				10%	20%	
AG Heritage Club Brunch						40%	
Horse Racing	53%				20%	20%	
Youth Horse Show	80%		6%		6%		
California Ranchland	80%			10%		10%	
General Impression of the Fair					40%	26%	

**2008 California State Fair  
Agricultural Advisory Council  
Evaluation Form Comments**

<b>Youth Exhibits Building</b>	Excellent Always good
<b>Fur &amp; Feathers</b>	Very good, clean Location better this year
<b>Rats, Bats &amp; Cats</b>	Good combo with Fur and Feathers Could use more bats, the rest is fantastic Good crowd
<b>Floriculture</b>	Best in a while Good, need to get more floral nursery companies involved
<b>Save Mart Wine Country</b>	Loved the expansion. Could use more umbrellas Very visually impressive Lots of places to sit Good use of theme Getting more popular every year Great always.need more bottle trash containers
<b>FFA Ag Mechanics</b>	Too bad you could not walk around it and see "10" Seemed sparse Great location but not high traffic
<b>California Delta Exhibit</b>	Nicely done Educational, kids enjoyed it Excellent! Little crowd attention too dry Best Yet!
<b>The Farm</b>	Improves every year Best I have seen The best ever Best ever...outstanding Teresa finds something to improve every year Still flow issues but truly magnificent Can't beat this

<b>Insect Pavilion</b>	<p>Looked great, needs wider isles</p> <p>Needs more space</p> <p>Big Crowd</p> <p>Attracts crowd, especially young people</p>
<b>Forestry Center</b>	<p>Always good</p> <p>Hard to navigate</p> <p>Sign out from says open T-Th and F-Sun?</p> <p>Always good, great staff</p>
<b>U.C. Davis Centennial Exhibit</b>	<p>Excellent job!!</p> <p>Very interesting</p> <p>Who knew?</p> <p>I'm biased!</p> <p>Quite good. Better graphics than Delta</p> <p>Good but needed more state/ag focus</p>
<b>Pony Rides</b>	<p>Needs to be in shaded area. They keep it very clean</p> <p>I need to lose weight before they let me on</p> <p>Ho Hum</p> <p>Kids love</p>
<b>Counties Exhibits</b>	<p>Needs a theme</p> <p>Hard to find County names on some</p> <p>Good, could get more counties</p> <p>Seemed sparse, but what was there was good</p> <p>More docents than usual-good</p> <p>Just needed more counties to participate</p>
<b>California FoodStyle</b>	<p>High end-needs more visual</p> <p>Just gets better</p>
<b>Cavalcade of Horses</b>	<p>Needs more shade, liked the variety of events. Great to see Seabiscuit</p> <p>Good</p> <p>Display</p> <p>Okay, but the announcer talked all the time</p> <p>Need shade structure for stands</p> <p>Saw only brief time</p>
<b>Livestock Nursery</b>	<p>Always good</p> <p>Always a favorite</p> <p>See comments for the farm</p> <p>Good crowd</p> <p>"10"</p>

<b>Farmers Market</b>	<p>Better location</p> <p>Good job Dan!</p> <p>Much better location</p> <p>I like the new location</p> <p>Good presentation</p> <p>Like farm location and size</p>
<b>Cattlemen's Day</b>	<p>Best food at the fair!</p>
<b>Sale of Champions</b>	<p>Like the location. Like to see the kids interaction w/buyers. Forget posters</p> <p>Best sale in years, could start on time</p> <p>10</p> <p>Need to start earlier and be shorter</p> <p>Went well</p> <p>Track is a good location</p> <p>Except for cold, loved new location</p>
<b>Livestock Pavilion</b>	<p>Clean and cool!!</p> <p>Animal numbers seem to be shrinking</p> <p>Good action, interested spectators</p> <p>Always good</p>
<b>Bull Fest</b>	<p>Need more Bullfest</p>
<b>Gala</b>	<p>Did not like items offered in silent auction, the rest of Gala was great</p> <p>Best Gala ever..short and sweet</p> <p>Food cold..meat too tough to cut</p> <p>Best I have been to</p> <p>Quick turn around and shorter auction works</p>
<b>AG Heritage Club Brunch</b>	<p>Needs better flow, timing</p> <p>Need better organization for program</p> <p>FFA students were the best</p> <p>Good...needs to speed up program</p> <p>Great, just too many talks this year</p>
<b>Horse Racing</b>	<p>Glad its back</p>
<b>Youth Horse Show</b>	<p>Needs more shade!!! It was dusty.</p> <p>Good</p>
<b>California Ranchland</b>	<p>Needs more shade. Great event</p> <p>A keeper!</p>
<b>General Impression of the Fair</b>	<p>Very clean. Liked seeing more flowers around grounds. Food booth</p> <p>Looked updated</p> <p>Very nice, more shade this year</p> <p>Great job as usual</p>

	<p>In holding pattern?</p> <p>Attendance seemed down for the days I attended but overall seemed Hollywood theme worked better than anticipated</p> <p>Farm is outstanding, Vet school and Farm Camp excellent programs</p> <p>Ag Mechanics location great, need to walk through, need community support</p> <p>California Foodstyle needs updating and improving</p> <p>Best Gala and Sale of Champions ever</p> <p>Counties Exhibit disappointing in numbers and signage</p> <p>AG Heritage program too long</p> <p>Need more Bullfests</p> <p>Need more promotion and support of Equine programs</p> <p>Overall, great experience, good cross section of exhibits</p>
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# 2008 California State Fair Junior Exhibitor Report

Prepared By  
Dr. Lloyd McCabe, Jean Landeen, Hugh Mooney & Joe Camarillo  
September 10, 2008

Presented are the findings of the 2008 California State Fair Junior Exhibitor Report. The commendations and recommendations cited are written in the spirit of helping the State Fair become the premier Junior Exhibitor Show in North America! This report was compiled utilizing a survey instrument (see Appendix A) during the Junior Livestock and Dairy Shows held from August 14-24, 2008. Those 77 individuals interviewed about the 2008 State Fair were classified into the following groups and categories:

19	Exhibitors	16	Beef Cattle
17	4-H Leaders	03	Dairy Cattle
21	FFA Advisors	25	Sheep
00	Grange Leader	17	Swine
18	Parent	02	Ag Mechanics
02	State Fair Staff	00	Other Junior Exhibits
77	Totals	02	Other Small Animals
		02	Poultry
		00	Rabbits
		01	Dairy Goats
		09	Meat Goats
		77	Totals

## Results of General Questions Asked of all Survey Participants (See Appendix A)

- General Survey Questions – Using a 1-5 Likert Scale (1-Needs Improvement; 2-Below Average; 3-Average; 4-Good; 5-Outstanding), please rate the following:

Areas Surveyed:	1	2	3	4	5	NA	Mean	PYD (+/-)
Check-in Procedures	00	01	06	20	48	02	4.53	+ 0.55
Weigh-in Procedures	00	00	02	16	41	18	4.66	+ 0.12
On-site Veterinary Inspections	02	00	06	22	47	00	4.45	+ 0.31
Exhibitor Handbook Rules & Regulations	04	05	19	32	13	04	3.44	+ 0.17
State Fair Website to Access Premium Book	03	08	14	26	21	05	3.75	+ 0.12
On-line Entries	03	02	09	19	13	31	3.80	- 0.20
Livestock Schedule	09	04	13	35	11	05	3.48	- 0.17
Champion Challenge Program	02	04	11	16	10	34	3.65	- 0.40
4-H & FFA Tasks Force Involvement	03	03	10	22	15	24	3.81	- 0.33
Sale of Champions – Livestock Sale	02	02	05	16	08	44	3.79	- 0.44
Sale of Champions Marketing Competition	01	02	05	10	07	52	3.80	- 0.53
Premium Money Allocated	07	09	19	21	09	12	3.25	- 0.31
Quality of Ribbons & Awards	01	01	08	24	41	02	4.37	- 0.11



- 02 Shorten the livestock show by 1-day.
- 01 Earlier release for those exhibitors who drive long distances.
- 01 On move-in day, perhaps designate an "arrival" schedule for each species:  
Swine – 6:00 – 8:00 a.m.; Beef – 8:00 – 10:00 a.m.; Sheep & Goats – after  
10:00 a.m. This type of schedule may cut down the congestion.
- 01 Improve the trailer and parking lot area – not organized!
- 01 More water vending machines are needed around the barns.
- 01 Need more "Program of Events" signs posted around the barns.
- 01 Improve Champion Challenge!
- 01 Not enough pen space for sheep exhibitors.
- 01 How do we generate more support for the Sale of Champions?

4. What is the best thing about the State Fair? Listed below are the remarks made by respondents to this question:

- 14 Being able to compete against the best in the state.
- 08 Seeing old friends at the fair.
- 06 Atmosphere is great for exhibitors at the State Fair!
- 05 Veterinary check was outstanding!
- 05 The educational knowledge that the exhibitors receive by competing  
against the best in the state.
- 04 Level of competition is great!
- 03 State Fair staff is wonderful!
- 03 Family oriented atmosphere at this fair is great!
- 03 Great educational environment and opportunity for kids.
- 03 Glamour and/or friendships formed by being at the State Fair.
- 03 State Fair is a very professionally well-run operation.
- 02 Superintendents & staff doing an outstanding job!
- 02 Prestige & recognition gained at State Fair.
- 02 Lots of activities for exhibitors.
- 02 Recognition given to the kids!
- 02 Awards are great!
- 02 Judges were great!
- 02 Quality of the exhibits is outstanding!
- 01 4-H & FFA exhibitors working and competing together.
- 01 Attracts quality exhibitors throughout the State.
- 01 Everything is great around here!
- 01 Water pressure for washing animals was great!
- 01 We liked having electricity at our pens and having space for our tack.
- 01 Educational Displays for the public.
- 01 I liked the educational aspects of Champion Challenge.
- 01 It's fun to be at!
- 01 This is our favorite fair!
- 01 Agricultural mechanics organization and staff check-in was excellent!

3. The State Fair Management is to be **commended** for continuing the Sale of Champions Marketing Competition (Leaders, Parents & CDE).

Recommendations:

1. **Consideration** by State Fair Staff of continuing to simplify their web-based Exhibitor Handbook and on-line entry forms so that it is easier to read and use (Advisors, Leaders & Parents).

Comments:

- It was better when we could bring our tack in the day before. Should allow us to do that again.
- Is it possible to have the Junior Livestock Show start earlier in the month so that we don't miss school?
- Staff needs to do a better job of enforcing the rules.
- Rules posted in the book are not followed. For example, for herdsman it states that the exhibitor must have an educational display. The people across the isle were selling shirts, did not have an educational display and were allowed to place.
- Facilities are great if you are in the main building. Not so if you are in L-3.
- Sale of Champions - Information about the Sale of Champions was not clear or posted. Buyers were turned away when no tickets were available.
- Sale of Champions - The facilities for the Sale of Champions was outstanding! The atmosphere for the actual sale was dead do to the cold weather and poor economy.
- Sale of Champions - Allow more animals into the Sale of Champions.
- Sale of Champions - The Grand Champions get too much money at the sale!
- Sale of Champions - Incorporate a live feed via the internet so that local supporters, family, and friends can watch the sale and call in a bid or add on (have toll free numbers for them to call).
- Sale of Champions - Provide a Press Release Template for exhibitors to e-mail to their local paper with a photo announcing their participation at the sale to encourage participation via internet auction.
- Sale of Champions - I would eliminate the sit down dinner (which was extremely well done) and have heavy appetizers. This will keep things moving! In my opinion, I would provide theatre seating around the auction ring, in order to bring people closer together to create excitement.
- Sale of Champions - Why must a exhibitor hand write 40 "thank you" cards if he sells an animal in the Sale of Champions?
- Offer more incentive premiums for supreme breeding animals.
- Revisit Barn Tours to educate the public so that they understand that these animals are well treated.
- Champion Challenge had a scheduling problem.
- Champion Challenge – need test samples in study guide.
- Champion Challenge – need better scheduling.
- Vet's are overly curious about things that aren't a health risk.
- DNA samples and livestock entries should be due the same time.

- Display area for agricultural mechanics was outstanding! Is there a way to place a wandering path within the display area so that the public can see “up close” all exhibits?
- Agricultural Mechanics – make sure that the judges have rules “before” they show-up to judge.

### **Check-in/out Procedures**

#### Commendations:

1. The State Fair Staff is to be **commended** for being extremely cooperative and helpful to advisors, leaders, parents, and exhibitors upon check-in (Advisors, Leaders & CDE).
2. The State Fair Staff is to be **commended** for providing a safe and secure location for livestock trailers in the Z Lot (CDE & Advisors).

#### Recommendations:

1. **Consideration** by State Fair Management of exploring the possibility of providing affordable week-long and/or daily passes to parents and grandparents of exhibitors (Advisor & Parents).

### **FFA & 4-H Task Force**

#### Commendations:

1. The State Fair Management is to be **commended** for providing a “staging facility” where State FFA Officers and 4-H Ambassadors are able to meet and get organized for their participation in the fair (CDE & Leaders).
2. The State FFA Officers & 4-H Ambassadors for doing an outstanding job helping the State Fair (CDE).

#### Recommendations:

1. **Consideration** by State Fair Staff of conducting a pre-meeting between the State Fair Staff and 4-H/FFA officials to go over various procedural operations including award ceremonies, livestock schedule changes and other expectations (4-H & CDE).

#### Comments:

- The FFA State Officers completing interviews were much better prepared than the 4-H people.
- What do the 4-H and FFA Task Force members really do? I have no clue!

- Sheep judge was “struggling” with the wool breeds.

## Beef

### Commendations:

1. The State Fair Staff is to be **commended** for providing a world-class beef show ring (Advisors, Leaders, Parents, Exhibitors & Staff).
2. The State Fair Staff working the beef show is to be **commended** for their professionalism, courtesy, and positive attitude in dealing with beef exhibitors (Advisors, Leaders & Exhibitors).

### Comments:

- The beef judge was really good with giving reasons on all cattle she used.
- More premium money should be placed in Beef Showmanship.
- You need a different judge for steers and breeding cattle.

### Recommendations:

1. No recommendations are submitted based on survey results.

## Swine

### Commendations:

1. The State Fair Staff working the swine show is to be **commended** for their professionalism, courtesy, and positive attitude in dealing with swine exhibitors (Advisors, Leaders & Exhibitors).

### Recommendations:

1. **Consideration** by State Fair Staff of allowing swine exhibitors to use shavings or other alternatives for bedding purposes (Advisors, Leaders & Exhibitors).
2. **Consideration** by State Fair Management of either re-surfacing the L-3 facility or providing a roll away mat during show day. Numerous survey respondents complained that hogs are having trouble walking on the present surface (Advisors, Leaders & Exhibitors).

### Comments:

- Put the hogs in L1-L-2 or re-pave the floor in L-3 because it is too hard on their feet.
- Swine should be moved to the Sheep Barn.
- L-3 has some holes on the roof that cause “sun-burn” in pigs.
- I am not sure what exactly needs to be done to the Swine Barn, however, the facility is a very poor swine venue and needs to be changed.
- Power issues persist in the Swine Barn.

cc: Bob Heuvel, State FFA Advisor  
Joe Camarillo, 4-H Fair Specialist  
Jim Aschwanden, CATA Executive Director  
Jeanette Sturzen, CATA Fairs & Shows Committee

## Appendix B

### Summary of California State Fair Junior Exhibit Trends

2000-Present

<u>Exhibit Category:</u>	<u>2000</u> (E - A)*	<u>2001</u> (E - A)	<u>2002</u> (E - A)	<u>2003</u> (E - A)
Agricultural Mechanics	NR-NR	070-000		NR - 023 (NA)
Agriscience Exhibits	NR-NR	000-000		Not Recorded
Landscapes	NR-NR	004-004	NR - 004	NR - 005 (+01)
Ornamental Horticulture	NR-NR	025-000		NR - 023 (-02)
Poultry	NR-NR	581-000		None Shown
Rabbits	NR-NR	573-518		Not Recorded
Cavies - Guinea Pigs	NR-NR	166-NR		Not Recorded
Market Lambs	320-210	373-252	NR - 267 (+15)	NR - 276 (+09)
Prospect Lambs	029-017	048-061	NR - 074 (+13)	NR - 050 (-24)
Breeding Sheep	597-NR	473-310	456 - 392 (+82)	476 - 374 (+41)
Market Hogs	NR-148	239-171	NR - 155 (- 16)	NR - 200 (+45)
Prospect Hogs	NR-NR	083-084	NR - 100 (+16)	NR - 93 (-07)
Breeding Hogs	230-NR	198-149	NR - 154 (+05)	NR - 143 (-11)
Market Steers	092-NR	080-059	NR - 054 (- 05)	NR - 068 (+14)
Prospect Steers	NR-NR	023-011	NR - 020 (+09)	NR - 004 (-16)
Breeding Cattle	333-NR	337-183	NR - 187 (+04)	NR - 215 (+28)
Dairy Cattle	455-NR	281-000		NR - 246 (NA)
Dairy Goats	436-NR	399-000		NR - 265 (NA)
Prospect/Meat Goats	--- ---	--- ---	NR - 012 (+12)	NR - 063 (NA)
<b>Grand Totals</b>	<b>2492-0375</b>	<b>3953-1802</b>	<b>NR - 1404</b>	<b>NR - 2140</b>

E=Entered

A=Actually Exhibited

**Appendix C**  
**Summary of California State Fair Sale of Champions**  
**2000-Present**

<u>Year</u>	<u>Number of Lots Sold</u>	<u>Gross Sale</u>
1997	Not Available	\$ 40,000
1998	Not Available	42,000
1999	Not Available	72,018
2000	38	115,300
2001	38	154,625
2002	43	174,075
2003	45	148,625
2004	50	148,715
2005	49	228,336
2006	60	236,500
2007	60	230,475
2008	64	278,259

**Appendix D**  
**Summary of California State Fair Champion Challenge**  
**2002-Present**

<u>Year</u>	<u>Number of Participants</u>
2002	NA
2003	NA
2004	NA
2005	245
2006	275
2007	207
2008	TBD

**Appendix E**  
**Summary of California State Fair Scholarship Program**  
**2005-Present**

<u>Year</u>	<u>Amount of Scholarships Given Out</u>
2005	\$15,000
2006	\$16,500
2007	\$24,500
2008	\$26,000

# **CALIFORNIA EXPOSITION & STATE FAIR**

Finance & Audit Committee Meeting Minutes  
Friday, December 12, 2008  
10:00 a.m.

## **MINUTES**

### **Committee Members Present:**

Rick Stacey, Chair  
Director Marko Mlikotin  
Director Marilyn Hendrickson  
Director Corny Gallagher

### **Staff Present:**

General Manager/CEO (GM)	Norb Bartosik
Deputy General Manager (DGM)	Brian May
Accounting & Finance Manager	Amy Casias
Assistant General Manager, Racing (AGM)	Dave Elliott
Assistant General Manager, Marketing & Public Relations (AGM)	Erica Manuel
Assistant General Manager, Planning & Facilities (AGM)	Steve Launey
Assistant General Manager, Programs (AGM)	Patricia Garamendi
Admissions & Parking Manager	Marcia Shell
Maintenance Operations Manager	Mark Dannewitz
Exhibits Supervisor	Greg Kinder
Contracts Manager	Jan Risso
Sponsorship Sales	Brian Honebein
Recording Secretary	Linda Contreras

Chair Stacey called the meeting to order at 10:00 a.m. and dispensed with the reading of the Mission Statement and Public Comments.

## **NEW BUSINESS**

### **1. Monthly Financial Statements October 2008**

Accounting & Finance Manager Casias reviewed the monthly financial statements with the Committee.

The year-end loss may be \$500,000 less than projected due to the staff's efforts to reduce expenses.

Director Mlikotin arrived at 10:05 a.m.

## **MATTERS OF INFORMATION**

### **1. Accounts Receivable Report**



Accounting & Finance Manager Casias reviewed the Accounts Receivable Report with the Committee.

Director Mlikotin asked Staff what was the procedure in regards to late payment or default of payment. A discussion ensued about the steps necessary to prevent against bad debt in this economy.

The Committee directed Staff to bring a procedure next month for reserving accounts receivables more than six months

2. Purchases/Contracts Requiring Board Notification

Accounting & Finance Manager Casias reviewed the Purchases/Contracts with the Committee. The Committee had no questions.

3. Profit/Loss Statement for Harness Racing Operations

Accounting & Finance Manager reviewed the Profit/Loss Statement for Harness Racing Operations with the Committee.

The Committee asked for a one page budget summary for 2009.

Chair Stacey asked for a report back on allocating more resources to reduce the workload in Accounting & Finance.

Director Mlikotin asked for a review of the affect government regulations have on the operations of Cal Expo.

**Motion:**

It was moved by Director Gallagher and seconded by Director Hendrickson to accept and recommend to the Board for approval the monthly financial statements for October 2008. **All in favor, motion carried.**

**ADJOURNMENT**

The Finance & Audit Committee meeting adjourned at 10:50 a.m.